



WOTV – Grand Rapids, MI

Issues Report

First Quarter 2009

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

January – March 2009

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	5:00 - 7:00 A.M.
• 24 Hour News 8 at 5:00	Monday – Friday	5:00 - 5:30 P.M.
• 24 Hour News 8 at 5:30	Monday – Friday	5:30 - 6:00 P.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:00 – 7:30 A.M.
• 24 Hour News 8 at 7:00 A.M.	Saturday and Sunday	7:00 – 8:00 A.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 7:00 P.M.
• 24 Hour News 8 at 6:00	Saturday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 P.M.
• 24 Hour News 8 at 6:00	Sunday	6:00 – 7:00 P.M.
• 24 Hour News 8 11:00	Saturday and Sunday	11:00 - 11:30 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue responsive feature segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

“Connecting with Community” is a locally produced public affairs and community resources program, emphasizing social issues, community events and programs involved with the concerns and needs in our West Michigan community. The length of the program is approximately one minute and airs Monday through Friday during News 8 at Noon, and during 24 Hour News 8 at 6:00 p.m. on Saturdays and Sundays. “Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents. WOOD TV8 is simulated entirely on WOGC-CA, Grand Rapids, MI.

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| • NBC Nightly News | Monday – Friday | 6:30 - 7:00 P.M. |
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This is an NBC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. Each report is approximately three minutes long.

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| • TODAY | Monday – Friday | 7:00 - 9:00 A.M. |
| • TODAY | Saturday | 8:00 - 10:00 A.M. |
| • TODAY | Sunday | 8:00 - 9:00 A.M. |

This NBC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- Dateline NBC Tuesday 10:00 - 11:00 P.M.
- Dateline NBC Friday 9:00 - 10:00 P.M.
- Dateline NBC Sunday 7:00-8:00 P.M.

This NBC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each runs 10 - 12 minutes.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Tuesday, January 6, 2009
Length: 1:09
Summary: The January Series of Calvin College explores a wide variety of issues by bringing in speakers, experts and entertainers in a month long series of educational lectures open to the public.

2. Program: Maranda Where You Live
Date Aired: Saturday, February 21, 2009
Length: 2:30
Summary: At Ridge Park Charter Academy everyday is a lesson in diversity. At this school there are over 30 languages spoken and all ethnicities are represented. The school celebrates various cultural and religious holidays and helps teach cultural exploration to their students.

- 3 Program: 24 Hour News 8 at 5:00/5:30 pm
Date Aired: Wednesday, March 4, 2008
Length: 1:03
Summary: Adults who need to learn computer skills to get back to work may take introductory and more advanced classes for free at the Grand Rapids Public Library. They expanded their computer lab hours because demand is so high with unemployment on the rise.

- 4 Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Monday, March 9, 2008
Length: 1:04
Summary: The Literacy Center of West Michigan has 100 people on a waiting list for reading mentors. They offer adults help in

learning to read and with English as a second language. The loss of manufacturing jobs in Michigan means many need to refine reading skills to look for jobs.

5. Program: Maranda Where You Live
Date Aired: Saturday, March 28, 2009
Length: 3:00
Summary: Just because students are on spring break, it doesn't mean that they should take a learning vacation. We visited National Heritage Academies and found out ways that you can look for teachable moments while on vacation.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Maranda Where You Live
Date Aired: Saturday, January 31, 2009
Length: 2:30
Summary: Many young children struggle with going to sleep at night. It may be resistance, or it could be something more serious like a sleep disorder. In this segment we interviewed a pediatric neurologist who specializes in children's sleep disorders. He gave simple bedtime tips for parents and also insights to more serious issues.

2. Program: 24 Hour News 8 at 6:00pm
Date Aired: Tuesday, February 3, 2009
Length: 1:20
Summary: The Kids Food Basket is a program that provides nutritional sack suppers to kids who qualify for free or reduced lunch programs at schools where a majority of the children live at or below the poverty line. An endowment honoring the program's founder is getting started to ensure the program continues.

3. Program: Maranda Where You Live
Date Aired: Saturday, February 28, 2009
Length: 2:00
Summary: There are many ways to make playing with your children into exercise. Our experts from Priority Health showed us three simple games for all ages that get the heart rate up and can burn calories.

4. Program: 24 Hour News 8 at Noon, Connecting with Community

Date Aired: Tuesday, March 3, 2009
 Length: 1:00
 Summary: Metro Health Hospital offers a free health education series, including a seminar on sleep. This session covers snoring, insomnia and other common sleep problems, as well as some of the latest treatments for sleep disorders and the benefits of getting a good night's sleep.

5. Program: 24 Hour News 8 at 6:00pm
 Date Aired: Wednesday, March 11, 2009
 Length: 1:42
 Summary: Employees of the YMCA use CPR skills and an AED to save the life of WOOD TV director Tom Turner. He suffered a major heart event while playing basketball at the Y. A call goes out to more organizations to train employees and have AED's on site.

5. Program: 24 Hour News 8 at Noon, Connecting with Community
 Date Aired: Tuesday, March 3, 2009
 Length: 1:00
 Summary: Metro Health Hospital offers a free health education series, including a seminar on sleep. This session covers snoring, insomnia and other common sleep problems, as well as some of the latest treatments for sleep disorders and the benefits of getting a good night's sleep.

Volunteer Efforts

Programs highlighting individual volunteers or volunteer organizations in West Michigan, encouraging others to share their time and talents with those in need.

1. Program: Maranda Where You Live
 Date Aired: Saturday, January 9, 2009
 Length: 2:30
 Summary: Thornapple Kellogg Middle School students spent the month of December raising money for Helen DeVos Children's Hospital. Through out the month the students did fundraisers, bake sales and special in school promotions to help raise money for kids in need. The month ended with a large school assembly and a check presentation to the Helen DeVos Children's Hospital.

2. Program: 24 Hour News 8 at Noon, Connecting with Community
 Date Aired: Wednesday, January 20, 2009,
 Length: 1:02
 Summary: The Kent County Tax Credit Coalition is a group of trained

volunteers who help seniors and low to moderate income families and individuals prepare their income tax returns.

3. Program: 24 Hour News 8 at, Noon, Connecting With Community
Date Aired: Monday, February 23, 2009
Length: 1:10
Summary: Volunteers and supporters of Catholic Charities West Michigan, a local food pantry and meal program, come out by the thousands to raise funds to keep this program growing.

4. Program: 24 Hour News 8 Noon, 6pm
Date Aired: Tuesday, February 24, and Sunday, March 1, 2009
Length: 1:35
Summary: Octogenarian Dwight Kellar is the youngest on his team of Walking Walkers who are raising funds to support Gilda's Club Grand Rapids, a cancer support community for those with cancer, their friends and families. Dwight, who is living with two forms of cancer, wants people to know you're never too old to give back.

5. Program: Maranda Where You Live
Date Aired: Saturday, March 21, 2009
Length: 1:30
Local Great Clips locations teamed up with Children with Hairloss, the provider of hair pieces at Helen DeVos Children's Hospital. We followed two girls who decided to donate their hair for a great cause.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: 24 Hour News 8 at Noon
Date Aired: January 15, 2009
Length: 1:03
Summary: A free health and wellness fair is set up at the Boys and Girls club of Kalamazoo and a free kids fire safety event is set up in Grandville. Both invited kids and families to get safety information to take home.

2. Program: Maranda Where You Live
Date Aired: Saturday, January 18, 2009
Length: 2:30
Summary: When kids head outside to play this winter there are a lot of safety precautions to take. From bundling up to prevent

hypothermia to staying hydrated there are many things parents need to remember before sending their kids outside to play.

3. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Friday, February 20, 2009
Length: 1:05
Summary: With spring right around the corner, the Kent County Sheriff's Department teams up with the boat show to put on boating safety classes for kids and families. This one day session provides a free boating safety certification.
4. Program: 24 Hour News 8 at Noon, Connecting with Community
Date Aired: Wednesday, March 18, 2009
Length: 1:17
Summary: The Safe Kids Coalition along with area fire departments host Car Seat Safety Inspections for free. Drive your vehicle with your child in his or her safety seat and they will walk through safety guidelines with you and make sure your seat complies.
5. Program: 24 Hour News 8 at Noon
Date Aired: January 27, 2009
Length: 1:14
Summary: The Child and Family Resource Council offers help to prevent injuring babies by shaking them. They provide tips for handling babies with care and for calming a crying baby, and education about the potentially devastating affects shaking can have on a babies health and future.